

Note for Schneider, Rita

From: Galeotti, Kay  
 Date: Tue, Jan 31, 1995 11:29 AM  
 Subject: FW: TIME-WARNER REMNANT SPACE  
 To: Schneider, Rita; Wilson, Chris

2060303510

FYI

From: Nicholes, Nichelle on Tue, Jan 31, 1995 11:28 AM  
 Subject: RE: TIME-WARNER REMNANT SPACE  
 To: Galeotti, Kay

2060303510A

Kay we will go with the quarterly pool option. Please communicate this to LBCo. media. We will work with Client Service to determine which ads will be included in the quarterly pools.

Thanks. Nicki

From: Galeotti, Kay on Tue, Jan 31, 1995 10:11 AM  
 Subject: RE: TIME-WARNER REMNANT SPACE  
 To: Nicholes, Nichelle

2060303510B

THERE ISN'T TIME TO HANDLE IT THIS WAY. WHEN REMNANT SPACE IS AVAILABLE, IT'S AT THE ELEVENTH HOUR. I THOUGHT WE PROVIDED A POOL OF ADS TO TIME WARNER IN 1994.

From: Nicholes, Nichelle on Tue, Jan 31, 1995 10:02 AM  
 Subject: RE: TIME-WARNER REMNANT SPACE  
 To: Galeotti, Kay  
 Cc: Sinha, Arun

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Why wouldn't handle this as we have in 1994, they let us know when the space becomes available and the Agency forwards the film according to our approval at that time. Nicki

From: Galeotti, Kay on Tue, Jan 31, 1995 9:50 AM  
 Subject: TIME-WARNER REMNANT SPACE  
 To: Nicholes, Nichelle; Sinha, Arun

AS PART OF A NEGOTIATED DEAL WITH TIME WARNER, BASIC WILL RECEIVE BONUS REMNANT SPACE (PRO-RATED BASED ON PARTICIPATION) IN PEOPLE, LIFE AND ENTERTAINMENT WEEKLY. IN TERMS OF CREATIVE, THERE ARE TWO CHOICES:

- HAVE THE PUBLICATIONS RUN WHATEVER CURRENT CREATIVE THEY MAY HAVE FROM REGULARLY SCHEDULED INSERTIONS, ALTHOUGH THIS WOULD MEAN RUNNING THE SAME CREATIVE IN THE BOOK CONSECUTIVELY, OR
- PROVIDE TIME WARNER WITH A CURRENT POOL OF ADS EACH QUARTER WHICH THEY CAN USE WHEN REMNANT SPACE IS AVAILABLE.

LET ME KNOW YOUR PREFERENCE ASAP.

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